

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III.

NEW YORK, DECEMBER 31, 1890.

NO. 27.

Every one will admit that Business is

## An Every Day Affair

Is not that also just what a **Business Calendar** should be? In it the ornamental or the fanciful should give place to the useful and the legible,

The history of many calendars may be written thus:

Unrequested,      Unadapted,  
Unappreciated,      Unused.

## Our Calendar

Has always been printed in our own office. Its size is generous—14 x 22 inches—and its figures can be easily distinguished across a large room. While intended for our own use and that of our customers, it was at first given to all applicants. Now it is sent free to customers, and sold to others at 25 cents each.

There is little to say as to Calendar tastes. If any one likes our kind of a Calendar, we have found that ours is the Calendar he likes. The sales increase yearly—largely duplicate orders. We have sold as many as a hundred to one Business House.

## Order Now

Including 25 cents, and it will be sent by mail, post paid. We guarantee delivery in good condition.

N. W. AYER & SON,  
Newspaper Advertising Agents,  
PHILADELPHIA.

# THE LADIES' HOME JOURNAL

Has one peculiar feature, *viz*: its pure tone, its chaste character, and its wholesome moral sentiments. It is quite surprising in this day of light reading and pernicious prints, that a journal of the solidity that this paper possesses, should gain a wonderful popularity in such a brief space of time. It shows, however, that the American people are not wholly incapable of appreciating a sincere effort or a good result. The lesson to publishers and editors, especially that class who imagine that they are compelled to publish vicious trash in order to find a market, is apparent.

## The Ladies' Home Journal

has nearly a half a million subscribers—who know that an untrustworthy advertisement can not obtain admission to its columns. Their confidence is such that many of them will read and answer advertisements found only in the LADIES' HOME JOURNAL.

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CURTIS PUBLISHING CO.,  
PHILADELPHIA, PA.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III

NEW YORK, DECEMBER 31, 1890.

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## HINTS ON DISPLAY

BY A COMPOSITOR.

To display an advertisement properly is work which requires time, care and a certain amount of experience. These essentials are not necessary, of course, in the reproduction of reprint advertisements, where all a compositor has to do is to follow copy. The business man who sits down late in the day, and hurriedly writes up his announcement with the expectation of seeing a well-displayed advertisement in the papers on the following morning is almost sure to meet with disappointment. The copy for his advertisement is sent up to the composing room, with scarcely any preparation, but with the stereotyped phrase "good display" attached.

If it happens to be a lengthy announcement it is cut up into several "takes" and handed to as many different compositors, whose only object is to get up the greatest amount of type possible in the six or seven hours which constitute a night's work, as on all the principal dailies the piece system is in vogue. There are exceptions, however, such as the New York *Tribune*, on which the plain matter is set by machines and the advertisements on time: consequently the compositor is not willing to bother much with your advertisement, as the time spent in brain work would be but so much money out of his pocket. The result is that the very part you intended to have brought out prominently is very often set in plain agate roman, and what should have been in agate is brought out in large display type.

It is always better and more satisfactory to have your advertisement put in type to suit you before giving it to the newspaper, even if it entails a cost of a few dollars extra.

If you are having your advertisement put in type, don't start in by making the printer believe you "know all about it," and then, after he has fol-

lowed your instructions to the letter, give him to understand you don't think he knows much about the business. Be willing to be guided, to a certain extent, by his judgment in the selection of type, and, if necessary, change the reading so as to get the best effect possible when it will not spoil the sense of the advertisement. Never try to get into one inch of pearl enough matter to cover five inches of long primer. Don't have every other word full face, small caps, italic or gothic. The public doesn't care to use magnifying glasses to read what you have to say.

When cuts are used in general advertising, much better results are obtained if they are in outline.

The best advertisement, and the one most likely to be read, in my opinion, should start out with a good catchy line in plain, bold type, the balance set in, say, long primer or pica roman. A little white space all around is often very effective. If the body of the advertisement is set in old style, use antique for words that require prominence. If set in modern-faced type, use full face. Avoid, above all things, fancy type, and never, under any circumstances, use the hieroglyphics or illegible faces gotten out of late. The foundries and typographical journals will attend to the "specimen sheets." A little ornamentation might be employed in advertisements intended for magazines and well-printed weeklies; but the skilled advertiser seldom indulges in this.

For the daily papers and country weeklies the plainer the advertisement the more effective will it be and also the better printed. The best advertisements to be seen in the papers today are those gotten up by professionals having their own printing offices. In conclusion I may say that it is the exception, not the rule, for job printers to turn out really good advertisements. They are too much given to fancy type and brass rules. Wm. JOHNSTON.

*LETTERS TO ADVERTISERS.*

[The following matter, now published for the first time, was written fifteen years ago. It was one of a series of essays written by different persons in the advertising agency of Geo. P. Rowell & Co. on practical business topics, and read before the assembled employees at informal meetings. This advice on letter-writing has special reference to the business of an advertising agency, but it is believed that most of the matter will have a general application.—*Ed. Printers' Ink.*]

**1st. The Date.**—Write it distinctly. Do not write "Mar.," "Apr.," but spell out the words. In the longer months it is not so objectionable to write "Nov." or "Dec.," but figures (thus, 3-28 for March 28) should never be used.

**2d. The Address.**—If writing to a firm, prefix "Messrs.," if to an individual, prefix "Mr." Do not, unless for special reason, use "Esq." In case the correspondent is a school-man, be particular to give him his title, which can usually be found on his letter-head or in his advertisement. The same rule should be observed in every case where the correspondent is known to have any special degree. In writing to a woman, use Mrs. or Miss before the name, and follow this, after the address, with "Madam" (not Dear Madam), or, if in doubt, commence the letter without any further address than the name and town.

Write the town and State on line below the name.

Commence the third line with "Gentlemen" (not "Gents"), "Dear sir," or "Madam," as the case requires.

In some cases it may be necessary to designate the correspondent still further, by specifying what company he represents. This should be done by indicating the particulars after the name and before the town, thus:

Mr. John Jones,  
Sec'y Globe Fire Insurance Co.,  
Stillwater, Minn.

**3d. Acknowledge immediately after the "Dear Sir" or "Gentlemen," and on the same line, the receipt of the letter to which this one is a reply.** This is often a convenience to the correspondent and also to ourselves. It aids in further correspondence by referring directly to this. The proper words with which to commence are: "Your favor of ——— to hand." This form implies that the letter has just been received (which is true) and shows by our answer that we give it immediate attention. *Prompt* attention is

always important and always pleases an advertiser. Our own rule that no letter shall be left unanswered over night often results in business that a delay would have lost us.

**4th.** All preliminaries being now disposed of, the writer should next answer in full and in every detail the letter before him. No rule can be laid down for his guidance, because no two letters ever require the same answer, but in general the following ideas may be of assistance, and should guide the writer in his further work :

**a.** Let the writer understand clearly what it is that the letter before him calls for. If he is in doubt as to this he cannot possibly give clear answers. Oftentimes an advertiser writes in such a way as to make this no easy task, but a little (or a great deal) of care and patience will generally solve the difficulty.

**b.** After the writer has mastered the letter he is to answer, and knows in his own mind just what he ought to say, let him write it all out in detail. No matter how trivial the questions asked may be—no matter how improbable it is that the advertiser will do the work—so much the more important is it that we pay him every attention and give him what he calls for—this very attention may result in securing an order when perhaps in writing his letter he had no idea of giving one. It has always, to some extent, been a fault in our office, and still is, to cut our letters short—to use as few words as possible, as if the main object was to get through with the work so as to take up something else. This is all wrong. An advertiser will discover this, even if we do not, and it naturally leads him to think he has been slighted.

If, for example, a man writes, "What will three lines cost me in your New York State List?" it would not be improbable that our answer might be simply, "We send you by this mail copy of *Newspaper Advertising*. On pages ——— will be found our New York State Select Local List. The price for one inch one month is given at the head of each list. The price of three lines is five-twelfths the price of an inch. We shall be glad to receive your order."

Instead of this, if we figure out the cost to the advertiser, in exact amounts for one month and three months; explain why we can insert one month as cheap as one week; call his attention to

the papers of which the list is composed; say that if it is not sufficiently general we shall be glad to submit an additional estimate of whatever may be desired, etc., it will be far more satisfactory to the applicant and result more surely in securing business. This principle should apply to all letters written, the idea being that what we want is to please the applicant, tell him all we can, answer as fully as possible every question he puts to us, and leave an impression on his mind that we understand the business and seem to take an interest in what he wants done.

Cases are not infrequent when it is evident that the advertising called for by the applicant will do him no good. Our experience satisfies us that he should advertise in a different way, or in a different class of papers. This is no reason why we should not give him just what he wants, but it may, with some discretion, justify us, after doing so, in suggesting to him that he might to better advantage adopt a different plan, which should be clearly set forth.

When an estimate is called for and given, our reply should refer to the "estimate enclosed," and set forth any particulars concerning it that may be necessary to make it clear or that may please the applicant.

In all letters the space upon which figures are given, as well as the time, should be clearly stated. If an inch, the letter should state whether 14 agate or 12 nonpareil lines, and if for three months, it should be stated for thirteen weeks and not twelve.

Suggestions may often be made as to reducing the space (and proofs enclosed), inserting every other week, etc., so as to diminish the cost, when we think it can be done to advantage.

It does not make a letter stronger to assure an advertiser that this is the best and cheapest advertising that can be done; that no one else can do his work as well; that we will take special pains to satisfy him, etc. A good form with which to close the letter is, "We await your command," or, "Awaiting your reply, we remain,

"Your obedient servants."

Phraseology should never be ambiguous.

Sentences should be complete and clear.

Writing should be plain and distinct.

Abbreviations such as "adv.," "B. N.," "memo." are inexcusable in a let-

ter and should not be used. Write all words out in full.

If the "typewriter" is used, the same rules as to composition will apply, and the letter thus "printed" should not be corrected with a pen. If errors occur, it is better to print an entire new copy.

#### CONUNDRUMS IN ADVERTISING.

The local or small advertiser in some cases makes a harder struggle to produce attractive advertisements and secure the attention of newspaper readers than the large general advertiser with ample capital and almost unlimited resources. If the local advertiser's efforts sometimes seem to lack originality or point, it may not be so much because he has not faithfully tried as because he, himself, is not equal to the situation.

Why is the letter K like a pig's tail?—(See answer next week.)

#### L U M B E R M E N

In making OVERS for you no stone is left unturned by the

W A L E S G O O D Y E A R C O . ,  
and they honestly believe that they make for  
you the most serviceable and best  
fitting shoes in the world.

Answer to No. 3.—Her son never sets.

The above advertisement, taken from the columns of the Lancaster (N. H.) *Democrat*, shows a system of conundrums which are run in subsequent issues in the hope of getting people to look up the advertisement so as to get the answer to last week's query. While this scheme may not appear to be very original or meritorious, it certainly shows an effort, and perhaps—taking the class of readers into consideration—it may not be so far out of the way after all.

THE man who opens personal letters "by mistake" is not an individual towards whom the most kindly feelings are entertained by the public at large. But he has been neatly turned to account in a circular issued by the Albany *Evening Journal*. This circular is in the form of a card shaped to represent an envelope torn open so as to show the papers contained. It is indorsed in a fac-simile of hand-writing across one end as follows: "Opened by mistake by I. Cheatem."

## STRAY SHOTS.

Advertising cannot be classed as one of the exact sciences, yet an effort to approach nearer to exactness in it is generally profitable. But the majority of those who think that they are getting nearer to that "consummation devoutly to be wished for" waste their efforts on microscopic measurements of space, return of electrotypes, accidental misplacing of advertisements, and neglect the wider matters of proportionate populations, average cost, and—what counts immensely in favor of a sensible advertiser—the convenience of the publisher. They "take tithes of mint and of cummin and neglect the weightier matters of the law."

\* \* \* \* \*

A publisher who is promptly paid and pleased and pacified in his bothersome life gives to the advertiser full measure running over. Churlish grumbler get scant returns for their complainings.

\* \* \* \* \*

It is a touching tale which Rudyard Kipling tells of the British officer captured at Sebastopol, and confined in Siberian prisons until he lost his reason, who recognized the figure of the regimental horse thirty years afterwards in spite of his lost reason; it is a natural story, too; for what advertising agent to-day could so far lose his reason as not to recognize the peculiar and beautiful cow which marks Dwight's advertising.

\* \* \* \* \*

The frog that swelled himself in the old fable didn't feel a bit bigger than I did when I took a trip through the city on an elevated car and then took a horse-car line to the ferry. Acting on the statement which I suggested as an advertisement to Carleton & Kissam, "If you read this sign others will read yours," I read all the signs myself. The great majority were of "various reading;" about half of them were based on proverbs; not a few of them were as direct typographical imitations of my work as if I had given copy. Grattan's Ginger Ale murdered a few choice proverbs for its public sacrifice; the Shrewsbury Tomato Catsup picked out half a dozen in good taste and spoiled six more; I hope their catsup does not run as unevenly as their literary efforts! Across the end of the car the large sign of Bagley's Mayflower Tobacco expressed itself in old style, "An would ye not have your trouble

for your pains, use prime mess quality both of stock and brains." I concluded that they were doing it, and laughed heartily on turning to Grattan's statement, "Yet in their search the wisest may mistake, when second quality for first they take." I dilated my thin form as much as possible, and was just about to meet the fate of the fabled frog, and burst—into a passion—when I stepped off the car into the mud, and realized as I picked my way through the difficulty that after all I was only a little frog in the world's great puddle.

ARTEMAS WARD.

## TWO ESSENTIAL POINTS.

There are two things a successful advertisement must do—attract and convince. In other words, it must be read and leave a good impression. In order to attract attention it must not be simply noticeable, for that might be on account of its shocking or ridiculous appearance. It should look new to the reader—like something he has not read before.

Catching the eye is only the first step. It should be so written that it will not bring the matter too abruptly before the reader, or he may drop it before the point you want to make is fairly put. A well-written advertisement carries the reader gracefully forward and leaves the conviction that it fairly represents an article of value at its real worth.

The amount and kind of display necessary to attract attention must be determined by the position to be occupied and by the class of readers to be reached. If an advertisement is to take the run of a large-page newspaper, and be surrounded by other advertisements, there should be something about it that will distinguish it. If it is a page or half page of PRINTERS' INK or a magazine, but little display is necessary, especially in PRINTERS' INK, which is read by a class who are interested in reading advertisements, and do not need to be "guyed" by "gingerbread" display.

This all applies to legitimate business. There is a large class of people who are easily "gulled," and who can be drawn into anything that promised something for nothing. They like to be humbugged. Those who are so disposed find ample use for their imagination writing advertisements that are intended to mislead. The only way in

which houses that do business on a solvent basis, and give value for value, can compete with these lying tradesmen is to adhere to the straightforward, confidential style of advertising. It is the straight truth about straight goods or honest service that sets the people right on the question of patronage, and educates them to detect the difference between the fair dealer and the swindler by the tone of their advertisements.

B. M. LEWIS.

THE DECEMBER MAGAZINES.

A writer in *America* complains that the December magazines do not give enough attention to Christmas, and that the large advertising patronage which they show is not justified by any special holiday character. He says: "I have amused myself by counting the advertising pages which I maintain the December magazines obtained under false pretenses. *Harper's* leads the list with 155, including the covers, against 164 devoted to reading matter and illustrations. *Scribner's* has 137 pages of advertising, with the accompanying cartoons so skilfully sandwiched in as to beguile the reader to profit by the most profitable portion of the printer's art. The proportion of advertising pages to literary miscellany in *Scribner's* is even greater than in *Harper's*, there being only 132 pages of the latter. With 166 pages devoted to the attractive illustrations and the accompanying letter-press, the *Century* has 132 pages of advertisements. The staid *Atlantic* retains its equilibrium with literature on top, with 83 pages of advertisements to 140 for the perusal and approval of the New England public. The *Cosmopolitan* makes a showing of 53 pages of Christmas advertising against 100 pages of reading matter, from the titles of which the word Christmas is rigidly excluded."

ADVERTISING is a tax on him who so regards it. Only when he has leaned to look upon it as an investment, and treat it as such, giving it his time and thought, will it develop into a thing that pays. Newspaper advertising space, like most other kinds of property, has two values; to wit, what it costs the advertiser, and what it is worth to him. Therefore, in buying it, he should consider its character as well as its price.—*The Roller Mill.*

TIMELINESS AND STYLE IN ADVERTISING.

The trite comment upon success of any sort that "there is everything in knowing how" is particularly applicable to the business of advertising. Merchants generally advertise their business, but not many of them regard advertising as a part of their business—that is, they do not put business methods and business brightness into their advertising. Judicious advertising pays every time, and he who knows how to advertise judiciously is a better equipped business man than is his merchant neighbor who does not know when and how to advertise.

A striking advertisement will run the gamut of popular attention and get into the air like a popular song. Advertisements have become as familiar as household words, and remained advertisements long after they had disappeared from newspaper columns and from advertising bill-boards. Who will ever forget the mystic "S. T. 1860 X?" It can no longer be seen in print, nor upon bill-boards, but the name of the compound it advertised comes to mind with the legend, and the advertisement is as bright as it was twenty-five years ago.

"You press the button; we do the rest!" It is hardly necessary to state what these words advertise. They have been so widely read, and are so taking and so suggestive of ability, that everybody knows what they refer to. To show to what extent an advertisement, with brightness in it, gets into the public mind, the fact may be sighted in relation to the advertisement under comment, that no less a personage than Chauncey M. Depew, in a speech before the merchants of New York at their annual dinner, closed an interesting statement of the advantages of reciprocity with the remark: "As merchants, as bankers, and business men, we say to Congress, in the language which advertises that most universal and productive of our institutions, the 'kodak,' 'You press the button; we will do the rest.'"

If merchants and manufacturers want to win advertising of this happy kind, all they have to do is to advertise in the right way and put happy thoughts into their advertisements.—*Milwaukee Wisconsin.*

ADVERTISING is like a chain. It is bad to drop the links.—*The Wm. C. Wagner Medical Mfg. Co.*

## Correspondence.

*NOT CONVINCED.*

A. N. KELLOGG NEWSPAPER CO.,  
NEW YORK, NOV. 28TH, 1890.

*Editor of Printers' Ink:*

In your issue of November 26th you print a letter from our company, under the heading of "One-Time Advertisements," and following this letter is an editorial comment, to which we now refer. The comment begins as follows: "Mr. Hallock does not believe in one-time advertisements. He would rather tell the same story ten times to one man than one time to ten men." Now, if you will permit us, we wish to state, very emphatically, that Mr. Hallock does believe in one-time advertisements under certain circumstances, which depend very considerably upon the nature of such advertisements. There are many one-time advertisements that the writer would strongly advocate. If you will read our communication of September 29th, you will see that what we referred to was clearly stated as "two or three lines one time," and we further said, "we do not believe in one-time advertisements where small space is used."

The nature of the article advertised and the medium ought, in most instances, to determine the number of insertions to be given. You say that the writer would rather "tell the same story ten times to one man than one time to ten men." Most decidedly is this true if the introduction of a proprietary article is in question. If you were to try to introduce anything of that kind with one-time advertising, or if you were to tell your story ever so distinctly to ten men once rather than to one man ten times, you would probably find, as others have found, that proprietary articles, or things which require to be repeatedly called to the attention of readers before purchase can be effected, would fall flat and the advertising prove unprofitable. You may remember that some years ago Dr. Edward P. Huyler, the owner of Dr. Clark Johnston's Indian Blood Syrup, in about two weeks laid out in one-time advertisements in all the daily papers of this city, through the writer, about \$25,000.

He said he wanted to create a boom for his medicine; we contended that no boom could be created in that way unless it had been preceded, or was to be followed up, by other and effective advertising. Our opinion was not considered good in the matter, the money was spent, and we may add that Dr. Huyler acknowledged to the writer afterwards that the money was wasted. One-time advertising can be made profitable, and one-time advertising can be made utterly unprofitable. There is no rule by which the success or non-success of this peculiar question can be accurately gauged, but common sense will prove serviceable at all times and under all circumstances.

In our communication to you of last September we wished to express our belief that a majority of the small orders ranging from two to three and four lines space for one insertion in our lists were likely to prove unprofitable to the advertisers, which was why we urged you to tell your proposed customers exactly what we thought in the matter, and to get them to use only one or two of our lists if need be, and use them thoroughly, rather than to spread over so much ground with a single insertion. If you advertise in the "Help Wanted" columns of a newspaper you naturally run the advertisement once, be-

cause you know people go to those columns to look for situations, and that every advertisement is carefully read by those who purchase the paper for that particular purpose. General advertising cannot be made profitable on that basis; it reaches people who are not only not looking for advertisements, but who do not always imagine themselves to be in need of the article advertised, and its object, as we understand it, is to create a demand, or to announce the special desirability, or to invite attention to something thought to be desirable. Your comment upon the article referred to further states that "if you have a story to tell it will pay you to tell it so distinctly and so well that whoever hears it shall know that it has been told him and remember the salient points," and therein you are perfectly right and voice our sentiment fully; but how in the world are you ever going to manage to tell a story distinctly and well and so that it shall be remembered in all its salient points in a space of two or three agate lines?

You say, further on, that the time has gone by for telling the same story over and over again every day and every week for a year. This may be true, and yet it is a question in some cases involving considerable thought to know just what is best to do.

We believe that the nature of the article advertised must determine not only the number of insertions, but the character of display and the composition of the matter used, and the desirability or undesirability of making frequent changes.

Permit us again to quote from your comment on our communication as follows: "Announcements to appear in classified columns of newspapers need not be displayed, but those that are intended to catch the eye of all classes should be made so effective that no reader can handle the newspaper without being aware of the existence of the announcement intended for his eye."

Again you truthfully state our opinion, but again we ask you how it is possible to so construct a two or three-line advertisement that it may be made "so effective that no reader can handle the newspaper without being aware of its (one time) existence," especially if the newspaper contains a considerable amount of other advertising?

We wish it distinctly understood that we are in favor of one-time advertisements for certain lines of business and under certain circumstances, but we wish also to state that it is our belief that great majority of the advertisers who run two or three lines one time, it matters not in what medium, are usually disappointed in the results, and that is why we earnestly urge all advertisers with whom we come in contact, who contemplate using our lists in that manner, not to do so. The amount of a man's first order, let it be large or small, is of little consequence as compared with the amount of future business from the same source if the first venture proves profitable. An advertiser who uses a medium for the first time with unsatisfactory results can hardly ever be induced to use it again, and, worse still, his poor opinion respecting that medium freely expressed to other advertisers works no good in its favor.

We endeavor, therefore, to solicit business only from such advertisers as we feel can use our lists profitably, and to try as best we may to induce them to employ our papers in a manner calculated to redound to their profit and satisfaction, and that was the sentiment which prompted us to write you last September on this subject, and if any

one can offer convincing evidence of the error of our views as applied to general advertising, or can successfully show the principle involved to be at fault, we shall be extremely interested to know what line of argument can be used to that end.

A. N. KELLOGG NEWSPAPER CO.

THEY ALL WANT HIM.

CINCINNATI, Dec. 3, 1890.

*Editor of PRINTERS' INK:*

Do you know of any established first-class newspaper publisher who can use an *Ad* solicitor? This party has had to years' experience and can furnish the best of references. If yes, please let me know by return mail.

H. ZEVV.

THE LARGEST CIRCULATION IN AMERICA.

NEW YORK, Dec. 15, 1890.

*Editor of PRINTERS' INK:*

The New York *World* of December 10 repeats the misleading statement of circulation which has been in abeyance for some time past. It gives as its daily average circulation for 1890, 320,130 copies.

The American Newspaper Directory for 1890 gives these figures as the *World's* own publishers' claim: morning *World*, 185,572; Sunday *World*, 366,351; evening *World*, 156,203; weekly *World*, 93,304.

Another standard newspaper annual, shortly to be published, will give as the *World's* publishers' claim: morning *World*, 185,678; Sunday *World*, 366,553.

I shall not call in question the statements of separate circulations, as above made. I do make this point—that the impression intended to be made upon the public by the collectively put average is that what is popularly known as the *World* (its morning issue) has an average daily circulation of over 300,000 copies, whereas, when the statement is made to advertising agency books, the publisher himself does not claim over 186,000. The general claim is misleading. How much more strongly it might be truthfully characterized, I leave the discriminating advertiser to say.

The fact remains, spite of the violent and deceptive comparison made with other daily papers, that the Chicago *Daily News* has the largest daily circulation in America under a single advertising rate, and that it has the third largest such circulation on earth.

A. H. SIEGFRIED,  
Eastern Manager Chicago *Daily News*.

IS CELLULOID AS GOOD AS METAL?

THE NATIONAL PRINTERS' MATERIALS CO.,  
Cellotypes and Enamelled Wood Type,  
NEW YORK, Dec. 16, 1890.

*Editor of PRINTERS' INK:*

The closing paragraph of the article headed "Typography in Advertising," and appearing in your issue of December 10th, contains the following:

"The Cleveland Baking Powder advertisements recently sent out are celluloid on a cheap wood mount, and two or three washings cause them to swell up more than type high," etc., etc.

Since we are the makers of those cuts, we protest against such misstatements regarding our manufacture. As to the "cheap wood mount," we would say that the wood used by

us is superior to that employed by electrotypers generally. We purchase the best San Domingo mahogany, which we have vulcanized; therefore, there is no danger of swelling or warping.

We are making thousands of those cuts for the most prominent advertisers, distributed all over the country for the past six years, and should, more certainly, have heard of any dissatisfaction with them if such existed. When we called the attention of the Cleveland Baking Powder Co. to this article, they were greatly surprised and they unhesitatingly furnished us the enclosed letter, with the assurance that they would continue to favor us with their patronage. Trusting that, in justice to ourselves, you will give this communication, as well as the letter from the Cleveland Baking Powder Co., prominence in the next issue of your valued journal.

We remain,  
NATIONAL PRINTERS' MATERIALS CO.,  
Per L. S. MACK, Manager.

CLEVELAND BAKING POWDER CO.,  
NEW YORK, Dec. 15, 1890.

*National Printers' Materials Co.:*

Having used a great many of your celluloid advertising cuts, it is but justice to say that the results have been quite satisfactory, the impressions being fully as good as former electrotypers. CLEVELAND BAKING POWDER CO.

WANTS.

*Advertisements under this head 25 cents a line*

CANVASSERS wanted to secure subscriptions to PRINTERS' INK. Liberal terms allowed. Address Publisher of PRINTERS' INK, 10 Spruce St., New York.

WANTED—First-class advertising solicitors in principal cities, to devote all or part of their time to canvassing. ILLUMINATED ADVT. CO., 130 E. Genesee Street, Syracuse, N. Y.

PARTIES having publishing business wish to combine with it a monthly magazine located in N. Y. Will put in money. Address, with particulars, "MAGAZINE NO. 2," care of PRINTERS' INK.

KNOXVILLE TRIBUNE has increased capital stock. Great improvements. Wanted, editorial writer, reporters, solicitors. Address, stating age, experience and wages expected. TRIBUNE, Knoxville, Tenn.

ADVERTISING MAN WANTED by a large manufacturer. Must have had experience in newspaper contracts, be original in writing ads, and fully qualified. Address, giving age, experience, references and salary required, GEO. E. HAWKS, Box 862, Chicago, Ill.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

PRACTICAL PRINTER wanted to buy half interest in prosperous Democratic News-paper and Job Office, on the Hudson River. Must be a young man who understands the routine of a first-class country office. He must take full charge and be a worker, present own name and references. The price requires all his attention. Must have at least \$2,000 and first-class references. Good man needed more than money. Address "Z." care PRINTERS' INK.

## PRINTERS' INK.

*HE'D NEVER GET IT.**From Life.*

"Drop me a line," yelled the drowning man. "What's the use?" said the humorist on the dock. "There's no post-office where you are going."

*THE BEST PRINTER IN ESSEX COUNTY.**From the Salem (Mass.) Call.*

George H. Powell, manager of the *Peabody Press*, is probably the best printer in Essex county, and as a designer of new and original productions in the art of printing, he stands without a peer in this section of the country.

*BOSTON'S GAIN.**From the American Bookmaker.*

I note that Col. L. L. Morgan, one of the bright and shining lights of the United Typothetae, has abandoned New Haven and gone to Boston, where he has become the publisher of the *Post*. Boston seems now to be attracting many of the best known and ablest men in the publishing line, and when they have been there long enough they gravitate to New York. They can't leave us after they get here, because there is no better place to go to.

*SPECIAL NOTICES.*

*Advertisements under this head, two lines or more, without display, 25c. a line.*

**F**IGARO.**A**LLEN'S.**A**LLEN'S MILLION.**N.** Y. Argosy, 114,000 w.**A**LLEN'S LISTS—Results.**F**ARMERS' CALL, Quincy, Ill.**L**EVEY'S INKS are the best. New York.**B**APTIST AND HERALD, Dallas, Texas.**N**EW HAVEN NEWS.—Best advertising medium.**S**PACE valuable. Time short. See U. S. Postal Guide, page 741.**S**AN FRANCISCO BULLETIN is read by the purchasing class.**W**EATHERFORD (Texas) CONSTITUTION, 1 ln., 1 yr., \$22.50 net.**S**AN FRANCISCO CALL has the most "Want" advertisements.**S**HREWD advertisers should read Postal Guide advt. on page 741.**T**HE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.**I**f an advertiser, you are interested in Postal Guide. See page 741.**S**AN FRANCISCO CALL is the best morning newspaper in California.**S**AN FRANCISCO BULLETIN, the leading Evening Paper of California.**S**AN FRANCISCO CALL is the people's medium and a family paper.**S**AN FRANCISCO BULLETIN has the largest bona fide circulation.

**S**END SAMPLE COPY AND RATE CARD to STANLEY DAY, New Market, N. J.

**C**IRCULARS, PAMPHLETS, etc., distributed by J. V. BENNETT, Pittsford, N. Y.

**S**AN FRANCISCO CALL is unequalled in circulation, character and influence.

**E**VENING STAR, 1 cent. Poughkeepsie.

**F**IGARO—CHICAGO—Goes weekly to the best and wealthiest people of the city.

**W**ESTERN PLOWMAN, 10,000 Dealers, 15,000 Farmers, every month. Moline, Ill.

**S**AN FRANCISCO CALL, estab. 1853; actual circulation: D. 55,061; S. 57,742; W. 22,846.

**T**HE TOPEKA CAPITAL reaches more Kansas readers than any other publication.

**T**HE TOPEKA DAILY AND WEEKLY CAPITAL thoroughly cover the State of Kansas.

**T**HE TOPEKA CAPITAL has no rival as a newspaper or advertising medium in Kansas.

**T**HE TOPEKA CAPITAL, published at Topeka, Kansas, is the newspaper of Kansas.

**A**DVERTISER AND FARMER—25,000; \$2.50 an inch. 15th EACH MONTH. Bay Shore, N. Y.

**T**HE TOPEKA CAPITAL, published at Topeka, Kansas, is the advertising medium of Kansas.

**B**APTIST AND HERALD, Dallas, Texas. 23,000 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

**T**HE TOPEKA DAILY CAPITAL is the only morning paper published at Topeka, the capital of Kansas. It reaches every city in the State.

**\$5** is offered to the person suggesting the best way to advertise a book business in a one-inch space. E. T. PARKER, Bethlehem, Pa.

**T**HE TOPEKA WEEKLY CAPITAL is read by all classes of Kansas farmers, and reaches over one thousand post-offices within the State.

**E**VERY Advertiser should send for a sample copy of THE ADVERTISERS' GUIDE. Mailed free by STANLEY DAY, NEW MARKET, NEW JERSEY.

**D**O YOU WISH TO REACH THE BEST families in the South? Then advertise in THE CHURCH YEAR, Jacksonville, Fla. Circulation 11,000.

**Y**OU can run a local illustrated paper at a PROFIT. We will tell you how. ATLANTIC PUBLISHING COMPANY, 35 Warren St., New York City.

**I**PRINT a circular and make a toy of it. Will not be thrown away until studied by a crowd. Orders solicited. Address J. H. MARTIN, Hartford, N. Y.

**T**HE SOUTHERN HORTICULTURAL JOURNAL, Weatherford, Texas, is the leading horticultural paper of the South and has the largest circulation.

**D**OCTORS read THE THERAPEUTIC ANALYST. Contains the best medical literature. Guaranteed issue over 5,000 m.

**G**OOD NEWS; boys' and girls' paper; 16 pages; illustrated; circulation, 100,000; 50 cents a line. STREET & SMITH, Publishers, 20 to 31 Rose St., New York.

**T**HE DAILY AND WEEKLY SUN, Gainesville, Fla., is successor to all papers in that city. Fifteen years old. Best advertising medium in interior of State. Try it.

**T**HE DAIRY WORLD, Chicago, Ill., is regarded as an excellent advertising medium. Takes the lead among dairy publications. Terms reasonable. Results good.

**TEXAS BAPTIST AND HERALD**, Dallas, Texas. The leading Baptist publication of the South-West. Now in its 46th volume. Eastern office, 11 Tribune Building, N. Y.

**THE LORD & THOMAS Religious Newspaper Combination** is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

**PAPER DEALERS**—H. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

**COLUMBUS, Ohio.—THE OHIO STATE JOURNAL**, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

**CANADA**, the new monthly, edited by Matthew Bickey Knight, published at Benton, New Brunswick, just the thing for Canadian advertising. 50 cents an inch. Rates will be raised soon.

**FASHION AND FANCY**, published at St. Louis, Mo., is one of a select list of household fashion journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

**THE VOICE**, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

**THE PRICE** of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

**A TWO-LINE NOTICE** in PRINTERS' INK, under heading of Special Notices, is brought to the attention of 20,000 advertisers every week for a whole year for \$25; 3 lines will cost \$30; 4 lines, \$32; 5 lines, \$35; 6 lines, \$38; 7 lines, \$41; 8 lines, \$44.

**SALT LAKE TRIBUNE**—Daily and Weekly. Largest circulation in Utah, Idaho, Montana and Rocky Mountain region. Read by everybody. Only seven (7) day paper, and best advertising medium in Utah. See Geo. P. Rowell & Co.'s list for verification.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

**WHENEVER** an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory, a book of 1,450 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

**THE MEDICAL WORLD** (Philadelphia) has a circulation larger than that of any other medical journal in the country. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

**THIS PAPER** does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 25 cents a line each issue for two lines or more.

**NORWICH, CONNECTICUT**.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list THE BULLETIN, Daily and Weekly, is named for Norwich.

**THE MEDICAL BRIEF** (St. Louis), unquestionably the largest circulation of any medical journal in the world. It shows its prosperity on its face. Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, absolute proof of an excess of thirty thousand copies each issue.

**UNION AND ADVERTISER**, Rochester, N. Y.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000—the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation. The Rochester (N. Y.) UNION is included in this list.

**THE LEADER**, Daily and Weekly, Springfield, Mo., is acknowledged to be the best family newspaper in the Southwest. It is therefore the most valuable advertising medium. A glance at THE LEADER will substantiate this fact. Being a member of the Trans-Mississippi Associated Press, the news of the world is furnished daily. THE LEADER solicits advertising from all reliable agents and the public generally. CHAMBERS & KENNEDY.

**THE** large number of advertising orders which have crowded in upon us for the year 1891 has made it evident that if PRINTERS' INK is to be kept small—and it must be—the advertising rates must be advanced. It has, therefore, been decided that, commencing with the 1st issue in February, the advertising rates will be doubled. In the meantime, however, orders will not be refused at the existing rates, namely, 75 cents a line and \$30 a page each issue, or \$75 a page each issue for the page opposite Miscellaneous or preceding editorial page or following Special Notices.

**ADVERTISING MATTER, SAMPLES, ETC.**, "judiciously" distributed in Chicago and immediate suburbs. We don't handle lottery, secret disease, or other "snide" advertising. We have been publishing since 1882, and keep a corps of reliable men (men not employed). Such houses as Marshall Field & Co., "The Fair," "The Hub," The Chicago Daily News, The Chicago Herald, Lord & Thomas, etc., intrust their work to us. Why not you? Correspondence solicited. THE BOWYER CIRCULAR ADVERTISING CO., 135 Washington St., Chicago. Mention PRINTERS' INK.

**THE ARGOSY**—114,000—N. Y. To show that this first-class family literary weekly is circulated among people who have money to spend for the luxuries of life, we append two letters, nearly a year apart.

Bicycles are not bought for a song, and when it is known that the advertising mentioned in the first letter cost the Pope Co. over \$1,000, the sincerity and business judgment of the writers will be appreciated:

OFFICE POPE MFG CO., }  
COLUMBIA BICYCLES, }  
BOSTON, Jan. 1, 1890. }

FRANK A. MUNSEY, 81 Warren St., New York: Dear Sir—Inclosed you will find contract for one-quarter page in "THE ARGOSY." By contract I am fully assured that "The Argosy" is one of the best general advertising mediums in existence. \*

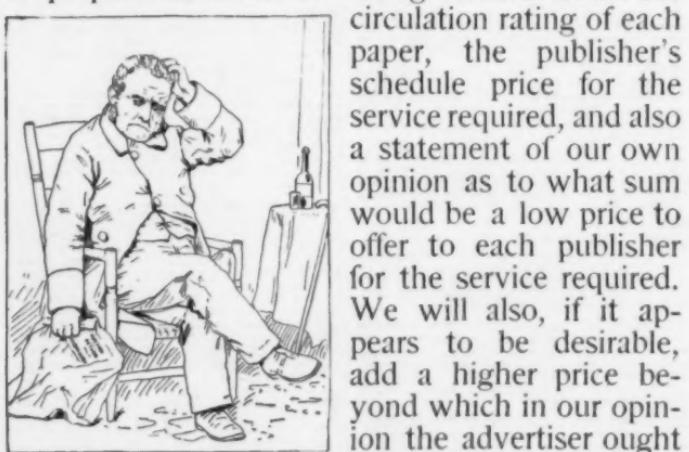
Sincerely yours, NATH'L C. FOWLER,  
Adv. Dept. Pope Mfg Co.

OFFICE POPE MFG CO., }  
COLUMBIA BICYCLES, }  
BOSTON Dec. 18, 1890. }

FRANK A. MUNSEY, New York: Dear Sir—We desire to renew our last year's contract with "THE ARGOSY" as it is a paying medium, notwithstanding the high cost. Can we have same position? Please also quote figures for four inches, six months, in MUNSEY'S WEEKLY. Yours truly,  
POPE MFG CO.,  
per H. H. COLE, Mgr. Adv. Dept.

## You Shall Have Exactly What You Want.

It is quite possible that the advertiser who writes to us for information about the cost of a specified line of advertising may be of the opinion that it will be wiser to transact his business by direct contract with publishers or is uncertain about the advisability of doing it at all. For every such person who specifies the territory he wishes to cover and furnishes a list of the papers that he wishes to use, we are at all times willing to prepare an estimate setting forth in detail the circulation rating of each paper, the publisher's schedule price for the service required, and also a statement of our own opinion as to what sum would be a low price to offer to each publisher for the service required.



We will also, if it appears to be desirable, add a higher price beyond which in our opinion the advertiser ought not to consent to pay. For preparing such an estimate we will charge the advertiser a fair and reasonable fee in full payment for our services, and he will be under no obligation to employ us further, but at full liberty to make any use of the estimate that to him seems good. He will have bought and paid for the information, it will have become his and he may do with it whatever he sees fit.

Address—

GEO. P. ROWELL & CO.,  
Newspaper Advertising Bureau,  
10 SPRUCE ST., N. Y.

# A Good Advertisement is the Foundation Stone of An Advertiser's Success.



*You can create a sensation by walking down the principal street in the above dress, but the impression which you will create will not be favorable to you in a business point of view.*

*You can also attract much attention by an advertisement badly worded and arranged with conspicuously bad taste, but a good advertisement properly constructed and displayed attracts favorable attention and produces an impression that is favorable to you and your business.*

Whoever would successfully conduct a line of advertising should always devote the greatest care and attention to the preparation of the advertisement to be used. Money expended in getting started right is judiciously expended.

To aid the advertiser in preparing his advertisement is an important branch of the business in which we are engaged.

When called upon to prepare an advertisement or give advice or assistance in its preparation, it is always desirable that we be placed in possession of pretty full information concerning the business to be advertised. This is usually fairly well conveyed by circulars or other advertising matter that has been used in times past.

We undertake to prepare a suitable advertisement, have it set in type in such a style as appears effective and to procure illustrations, if any are needed.

After a satisfactory advertisement has been produced we furnish an electrotyped pattern, to be used for duplication, if the display and illustration make such an electrotype desirable or necessary.

For the labor and expense of preparing the advertisement a suitable charge is made, the amount depending upon the time and talent brought into requisition.

Address

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GEO. P. ROWELL & CO.,  
Newspaper Advertising Bureau,  
10 Spruce St., N. Y.

## PRINTERS' INK.

PRINTERS' INK.  
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.  
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, DECEMBER 31, 1890.

BEGINNING with the issue of Wednesday, February 4, 1891, the rates charged for displayed advertisements to be inserted in PRINTERS' INK will be 50 cents a line and \$100 a page each issue.

IT was announced that the issue of PRINTERS' INK for December 24 would be 35,000 copies. Its actual issue was 38,250. It is expected that the average issue of PRINTERS' INK for 1891 will not be less than 50,000 copies.

THE following pointed advertisement emanates from Smith's shoe store, Athol, Mass.: "Wet feet, a cold, doctor's bills and funeral expenses cost in the neighborhood of \$200. Our rubbers cost 35 to 75 cents. Take your choice."

NEWSPAPERS sometimes send circulars or written announcements to certain classes of advertisers offering to cut rates on advertising in some special line. School advertising is one field to which this applies. Spring-seed advertisements—which are now in order—are also accepted by some publishers at a special rate. While it cannot be stated that this is the common thing, there are, nevertheless, a number of papers in good standing and of considerable circulation which make such exceptions. The advertiser who does not belong to the classes in whose favor such discrimination is made naturally wonders why his money is not as good as the next man's and why his advertising is not considered equally desirable.

PRINTERS' INK notices that the phrase "Circulation Manager" or "Manager of Circulation Department" is being used by many newspapers. While the title is no doubt perfectly right and proper, there exists some natural curiosity as to just what the duties of this office are. Is the public to infer that the circulation manager bears any relation to that other important attache of a successful newspaper—the gentleman who makes the "sworn statements," and to whom a slightly different title is commonly applied?

PEOPLE often want to know what is good advertising. "Where can I see a good advertisement?" is a question frequently asked. Interested inquirers may look at the December number of the *Ladies' Home Journal* on page 26, and will find there a good example of an effective advertisement. See, also, the *Century* advertising supplement, pages A 5, 6, 7, 8 for December, and for that matter it is always well to look carefully over the advertising pages of this magazine, for there will be found from month to month the best collection of good advertisements that is accessible in any one place.

A CIRCULAR which purports to come from the office of the Los Angeles (Cal.) Council of Labor has been received at this office. It runs as follows:

DEAR SIRS—As you will probably soon be renewing contracts for advertising, and making new contracts, we desire, for the benefit of those whom you represent, to call your attention to the following facts: There are four daily papers in this city—*Herald*, *Tribune*, *Evening Express* and *Times*. The last named, since August last, has been fighting the working people of this section, the difficulty having originated in the *Times* locking out its union printers and importing men from Kansas City to supply their places. The fight has been waged with increasing vigor, until to-day the *Times* is only a relic of its former greatness. Organized labor has long recognized the *Times* and its managers as inveterate enemies, and it is in this fight to stay. The result is, that as an advertising medium, the *Times* has very much deteriorated. These, briefly, being the facts of the case, your business judgment will perceive that, for the present at least, it will be undesirable to patronize the *Times*. Any further information in reference to this matter we shall be most pleased to give you, and remain respectfully yours,

THE LOS ANGELES COUNCIL OF LABOR.

Such attempts as this to injure a newspaper's advertising patronage are not rare. It would be interesting to learn what the results of such a system are: whether they are all that

the labor union hopes for or just the reverse?

*MR. RICHARDS' IDEA OF PLAGIARISM.*

J. H. BATES, ADVERTISING AGENCY,  
NEW YORK, Dec. 18, 1890.

*Editor of PRINTERS' INK:*

It is somewhat interesting for me to note that the first prize in your recent advertisement competition was awarded to an advertisement built precisely on the model of one of my own in the manner of arrangement. Of course, the types are different and the advertisement is a double column instead of a

weeks. The following "Personal" from the New York *Herald* of December 21 is unique in its way:

MIDDLE AGED GENTLEMAN, Bookkeeper, at \$10 weekly, would thankfully appreciate Christmas gift of cast off Suit and Overcoat; bust 42. THANKFUL, 146 Herald Uptown.

Employers who pay very low salaries might find the advertising columns interesting reading occasionally.

*FOR SALE.*

*Advertisements under this head 25 cents a line*

**F**OR SALE—Leading Trade Journal in a large Eastern city. No encumbrance. Rare opportunity for the right person. Apply Griggs & Carleton, 202 Broadway.

**F**OR SALE—McPatrick Mailer, about 100 pounds ten-point mailing type and logo-types, 11 galleyes, #8 metal slugs, etc. Outfit practically new. Cheap. Box 682, Chicago.

**S**OUTH FLORIDA—Well-established County Weekly for sale. Drum cylinder, good material. Location healthy, high, lake region, orange belt. FRED. PERRY, Apopka, Fla.

**F**OR SALE—A Republican Daily and Weekly, in city of 10,000, in Michigan. Fine plant, location and business. Price, \$10,000, but cash talks. Address "WOLVERINE," care PRINTERS' INK.

**L**ISTS OF NAMES for sale, and Advertising Matter of all kinds *Judiciously Distributed* at reasonable rates by THE WICHITA DISTRIBUTING AGENCY, 143 N. Market St., Room 11, Wichita, Kans.

**F**OR SALE—A Daily and Weekly paper in a thriving manufacturing community in New England. Customer must have not less than \$2,000 cash. Address "BUSINESS," care Press and Printer, Keene, N. H.

**F**OR SALE—A Double Cylinder Taylor Press, until recently used for printing "Every Evening." Taken out to make room for Perfecting Press. Address EVERY EVENING PRINTING CO., Wilmington, Del.

**F**OR SALE—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

**F**OR SALE—One-half interest in a well-established Evening Paper; well-equipped office, with steam presses and abundance of material; city of 10,000 inhabitants; three railroads and water communication; splendid opening. Address "JOURNALIST," care PRINTERS' INK.

**F**OR SALE—A NEWSPAPER OUTFIT—The type, web press, stereotyping apparatus, boiler, 2 fine engines and material of material; city of Memphis, Tennessee; recently consolidated with the *Appeal*, are offered for sale at a bargain. Address APPEAL-AVALANCHE, Memphis, Tenn.

**I**F YOU WANT TO SELL your newspaper or job Office, Press, or a Fund of type, tell the story in twenty or three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

**A** PHILADELPHIA publishing and printing firm, whose publishing interests have grown to require all their attention, will sell their plant on liberal terms to energetic and competent printer, agreeing to furnish large amount of steady work, mainly periodicals, at good prices. Address HARTNETT, 52 N. 8th Street.

# The Daylight

A steady, white  
and strong  
light.  
A cleanly, simple,  
easily manipulated,  
burner.



These words mean much. To learn more, write to Daylight Lamp Co., 38 Park Place, New York, or to Craighead & Kintz Co., the manufacturers, 33 Barclay St.

single column. Aside from that it is modeled entirely upon one of my advertisements of the Daylight Lamp, copy of which I send you. I am sure I thank Mr. Rowell for this unconscious tribute to my skill in arrangement.

Let me say, by the way, that this Daylight Lamp advertisement appeared long before your contest was announced.

J. A. RICHARDS.

In order that the reader may judge of the resemblance between Mr. Richards' advertisement and the one which won first prize in PRINTERS' INK's competition, we have reproduced the former in connection with the letter of its designer. The prize advertisement has been utilized by Mr. A. Frank Richardson in his announcement on page 745, so the comparison can be readily made.—[Ed. PRINTERS' INK.]

THE approach of Christmas has been plainly manifest in the advertisements in the newspapers for the past few



*THE PHILOSOPHY OF ADVERTISING.*

The distinguishing feature of the present age in a business sense is the close and inseparable connection between printer's ink and success. Dr. Faustus is the patron saint of every nineteenth century enterprise. Advertising is the business motto of the times, publicity its foundation principle. The advertising columns of a great newspaper form a mirror of the period, in which are faithfully reflected all its characteristics, its tendencies, its ambitions, its aspirations, its needs and its achievements. The press has thus become not only the herald of all undertakings, great and little, but the oracle to which the world looks for authoritative information on all the business questions in which it is interested. All the civilized countries of the earth are converted by it into one vast exchange, in which all their millions of readers are brought together. Advertising has, therefore, become a necessity, but, like necessity in general, it has also become the mother of invention, and invention not always of a creditable character. Out of the business conditions of the times, so full of opportunity for the unscrupulous, have sprung false journalistic prophets and fraudulent oracles, which boast powers that they do not possess and make promises that they cannot fulfill. Not to advertise is to remain unknown, but there are certain mediums and methods of advertising which the careful business man sees will hurt rather than help him. People are too keen-sighted nowadays to be often deceived by mere pretense in such matters. The power and influence of a newspaper, for instance, are not to be measured by the number of pages which it prints in its daily or Sunday editions. Many papers of late have come to mistake size for greatness, and pride themselves on an inflation that is simply produced by the same agency that fills a balloon. Such shams are pricked and collapse under the sharp scrutiny of common sense. If a newspaper prints 24 or 36 pages to accommodate matter that would naturally occupy only a fourth of that space, the conclusion is irresistible that there is something wrong with it, and that it lacks real solidity and substance. When news columns and advertising columns are padded, and private business and general information are mixed up together,

in the effort to force the public to swallow them all together in one dose, like a sugar-coated pill, one naturally concludes that there is more poverty than enterprise in such methods. The necessity for padding shows the real thinness of the newspaper anatomy. The bill-poster, gift-enterprise style of journalism, which gives away its columns or sells them for a mere song, because it cannot fill them in any other way, and offers an "illustration," perhaps, as an additional inducement to advertisers, is not worth to the latter even the small price that they pay for it. It is usually the resort of newspapers of small circulation, but with a preposterous amount of cheek. Fire-rockets make a great display for a few seconds, but all they return is a stick, whereas, when a good marksman sends a more solid lead messenger after his game he always bags it. Newspaper advertisements may be as long as one chooses to make them, but they should be neatly expressed, displayed with taste, and never so presented as to compel the eye to travel all over a page to comprehend them. The "heavy" display suits the board-fence and brick-wall style of advertising, but never the newspaper. The one may be read at a distance; the other is held in the hand. Mere bigness is not greatness in the newspaper world any more than in any other department of human affairs, and mere pretense of doing a big advertising business is always the badge of sham and humbug. The tendency toward exaggerated display and flashy and sensational methods either in its news or business columns is an absolute indication of weakness on the part of the newspaper that employs them. It is the outgrowth of a sort of enterprise that has run itself in the ground in the West and is playing out in New York. Those who hold dead-head tickets to such journalistic shows laugh in their sleeves when they hear the magnificent boasts that are founded on these exhibitions of "phenomenal enterprise" and "business" by light-headed and excitable publishers with a penchant for humbugging.—*Baltimore Sun.*

THE most successful and progressive towns are those which liberally support their home papers. A newspaper well filled with home advertisements is one of the best advertisements in the world of the place where the paper is published.—*Wyandotte Union.*

## That Hog of Mine



**Why I Got Him, What He  
Did for Me, What I Did for  
Him, and How It All Ended.**

BY A. HOGG HAYZER.

Your address on postal card to H. W. HILL & CO., Decatur, Ill., will obtain you a FREE copy of your Hoggy's Dealer does not have it), with the number of Hogs in each State and in European countries, Census 1890, also *Hog-story* by a popular author, showing what became of

## That Hog of Mine



\* \* \* We have used Kellogg's Lists for seventeen years with uniformly good returns. Your knowledge of the way to arrange an advertisement to attract attention has been a great assistance to us.

H. W. HILL & CO.

DECATUR, ILL., June 25, 1890.

*A FUNNY PUBLISHER.*  
From Address by W. D. Page to North Indiana Editorial Association.

You are all familiar with the contract which calls for an "ad," to be placed at top of second column on editorial page, next to pure reading matter, to be set in same type as editorial matter, to run ten times a week in daily and twice a week in weekly, with matter unchanged, like statues in a dime museum, every fifteen minutes. You have read the conditions of these contracts and considered them somewhat exacting; you have seen your foreman grow as baldheaded as Bill Nye, and as wrinkled as a scroosier vest, in his efforts to put three or four "ads" at top of second column on the editorial page, all in the issue; you have sought to aid him in his efforts to make two or three objects occupy one and the same space, at the same time, and finally you have had the advertising agent refuse to pay you because of your failure to carry out a contract which he knew you never could comply with, and which you never should have accepted.

**O**N FILE every day in the year. See Postal Guide, page 741.

**BEATTY'S ORGANS** \$15. Plans \$120  
For catalogue, address Hon. D. F. BEATTY, Washington, N. J.

**\$1.00** Portraits—Made to order from Photos. Cheapest money cuts made. Send for prices. CENTRAL PRESS ASSOCIAT'N, Columbus, O.

New Issues every week. Catalogue, 96 pages, free. Not sold by Dealers; **prices too low.**

Buy of the Publisher,  
**John B. Alden,** { 898 Pearl Street,  
New York.

Dodd's Advertising Agency, Boston,  
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.  
LOW ESTIMATES.

CIRCULATION, 100,000. Rates low. See  
Postal Guide, page 741.

### LOST!

9-10ths of the value of advertising through lack of striking display. Electro of this, marred out for your own advertisement, sent by mail for \$1.

**A. L. POPE** ST. LOUIS, MO.  
Advertising Agent  
AMERICAN EXCHANGE BANK.

**MONEY CAN BE MADE**  
If you have a good article to sell, by advertising in newspapers. So advertisers say. How did they do it? Write to us about what you have to advertise, and we will tell you how and whether **NEWSPAPERS ARE LIKELY TO PAY YOU.**

**J. L. STACK & CO.** ST. PAUL,  
Newspaper Advertising Agents  
ST. PAUL, MINN.



## ST. LOUIS Journal of Agriculture

Guaranteed 41,000 | Weekly issue.

TO PAID IN ADVANCE SUBSCRIBERS.

We will GUARANTEE  
5½ times more circulation  
to Paid Subscribers than  
any weekly agricultural pa-  
per in St. Louis, or ask no  
pay for advertising.

**WE ISSUE** from 35 to 50 per cent. more papers to Paid Subscribers every week than any paper of our class west of Ohio.

See the Advertising Agents for terms, or  
address—

## Journal of Agriculture ST. LOUIS, MO.

### The Largest Order for Advertising IN MONTHLY PERIODICALS

Ever Given in the World by a Single  
Advertiser to a Single Publisher!

**ALLEN'S LISTS**  
receive an order for advertising amounting to  
**TWENTY-ONE THOUSAND  
SIX HUNDRED DOLLARS!**

No other publisher will receive this line of advertising, because, as the advertiser states: "There exist no other medium good enough and strong enough to carry it."

Honest count wins! Remind to advertisers win! High quality of publication wins! All-round prestige of ALLEN'S LISTS have been and are paying their patrons better than any other general advertising mediums in America.

That is the reason why they are receiving the LARGEST patronage of any General Advertising Mediums in America.

OFFICE OF R. W. SEARS,  
MINNEAPOLIS, Minn., July 29th, 1890.  
E. C. ALLEN, Esq., Augusta, Maine.

Dear Sir—I have this day made a contract with Charles H. Fuller's Advertising Agency for five thousand lines in the advertising columns of Allen's Lists, to be used in twelve issues of same, commencing September 1, 1890.

I have, as you know, advertised to a considerable extent for years, using all the best advertising mediums. I have had phenomenal returns from Allen's Lists. According to their cost they have not only paid me better, but immensely better, than any other medium, and I am for that reason now able to promise them so extensively. This heavy amount of advertising of five thousand lines in twelve issues will be given to no other publisher and will appear in no other medium, for the reason that my experience has demonstrated that there exist no other medium good enough and strong enough to carry it.

Very truly yours, R. W. SEARS.

G.—

**GOOD GUIDES**

by which we mean men who know their business, can easily

**GUARANTEE**

a successful journey to those who put themselves under their care. In order to reap

**GOLDEN GAINS**

an advertiser should possess a peculiar style, or an adviser who writes in a peculiar style. Such a man can

**GIVE GREAT**

impetus to a business even though it be in a languishing state. If you wish to experience that

**GRATIFICATION**

which large profits bring to a business man, you had better consult

**O. J. GUDE & CO.,**

GENERAL ADVERTISERS,

113 Sixth Ave., New York City.

JOHN S. GREY,  
Literary Department.

**WISHING YOU ALL A  
HAPPY NEW YEAR.**

To every thing there is a season,  
and a time to every purpose  
under the heaven.

ECCLESIASTES, III; L.

**— IF THE —  
“TIME TO ADVERTISE”**

**IS ALL THE TIME,**

this is certainly the season for you  
to **RESOLVE** to commence, and

**COMFORT,**with its **NATIONAL CIRCULATION**

of a half million, offers you a rare opportunity to start. With the rapid increase in its subscription list **WE CAN NOW GUARANTEE** editions of 750,000 and 1,000,000 before '91 passes away. Secure yearly space **NOW** and derive the benefit from these **MAMMOTH SPECIALS** without extra charge. Space at the Agencies, or of **THE GANNETT & MORSE CONCERN**, Augusta, Maine.

# Book of Ideas

FOR  
Advertisers.

By D. T. MALLETT,

*Author of "When," "Hints for Business Men," "Talk with Traders," etc.***WHAT IS SAID OF THIS NEW BOOK.**

"It is very handy to have when I wish to prepare a striking advertisement, and find my own ideas a little slow."

"As an aid to preparing unique advertisements, without the aid of expensive cuts, it has no equal, and is indispensable to any advertiser who desires to reap the full benefit from his outlay for advertising."

"With the use of this book a fresh advertisement may be had twice a week throughout the entire year."

"If but one single idea had served my purpose, the book would have paid for itself; and as a literary curiosity it is alone worth the price."

It is indisputable that if one-tenth of the amount expended for newspaper advertising was first spent upon the *maker* in which it was presented to the public, the results would be immediate, and the returns more remunerative.

If you have ever wondered why your advertising did not quite come up to your expectations in *money results*, you will find the pages of this book to contain *ideas*, which will pay the perusal, and help you out in the writing of an advertisement just when you most need its assistance.

Remember, a *large horse* eats as much food as a *useful animal*, and it is equally true that a poorly displayed advertisement *costs you just as much for the space it occupies*, as it would if *attractively written*, and the results make just the difference which exists between *success and failure*.

Mr. Mallett is an advertisement writer of broad practical and extensive experience, and specimens of his work show the care and ability which he has brought to bear upon the undertaking.

An *idea* was what made A. T. Stewart the "Prince of Merchants." A fresh *idea*, now and then, was the foundation on which P. T. Barnum built his success, and the successful advertisers whose advertisements attract your attention, and win your approval, are, one and all, the result of *ideas* placed on paper to feed the public eye. An *advertiser* could not sell gold dollars for half their value unless he advertised them, and unless the advertisement was properly worded, nobody would notice the offer, or venture to buy them: how then can an advertiser expect to sell his goods in direct competition with a thousand other dealers, or manufacturers, unless he words his advertisement that it will command attention to his space?

**CAN YOU USE AN IDEA?** The latest

edition of  
"The Book of Ideas for Advertisers"  
will be promptly forwarded by mail,  
postpaid, upon receipt of **one dollar**.

Address

**D. T. MALLETT,**

Care of GEO. P. ROWELL &amp; CO.,

Publishers,

10 Spruce Street, New York City.

Or send **2c.** stamp for a descriptive circular.

# THE HOUSEWIFE



THE "NEW YEAR'S" GIFT.

## The Housewife Subscription List,

Owing to very liberal advertising, will soon reach the **200,000** mark. Line rate will then be advanced to **\$1.00**. Send in your orders now and get the benefit of the present low scale of prices.

**PRESENT ADVERTISING RATES.**—Ordinary displayed advertisements, **80 cents** per agate line.

**DISCOUNTS.**—3 months, or 100 lines, 5 per cent.; 6 months, or 250 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

**COVER RATES.**— $\frac{1}{4}$  page (170 lines), **\$100.00**;  $\frac{1}{2}$  page (340 lines), **\$175.00**; 1 full page (680 lines), **\$300.00**.

**COVER DISCOUNTS.**—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible Advertising Agency.

The Publishers of the

**UNITED STATES  
OFFICIAL  
POSTAL GUIDE.**

Invite the attention of shrewd Advertisers to

**Two Points of Value:**

- 1st—CIRCULATION.
- 2d—PERMANENCY.

The January issue will consist of about

**One Hundred Thousand Copies!!**

of which number the United States Government takes from 80,000 to 85,000. A copy is furnished to every Post Office in the country, and Postmasters are required by law to keep same on file

**Every Day in the Year,**

not only for their use, but also for the use of their patrons. What other medium is published whose circulation and permanency are practically backed by the United States Government?

**Its Advertising Rates are very low**

when the above facts are taken into consideration. The January issue is now being printed.

**So Speak Quick**

if you want to go in, as forms close Jan'y 12th, and but little space is now left.

For rates and other information address

**SADLER PUBLISHING CO.,**

Publishers of U. S. Official Postal Guide,

BALTIMORE,

MARYLAND.

*"Ring out the Old,  
Ring in the New!"*

Does looking backward over the old year bring regretful thoughts for wasted opportunities of advertising? Rejoice, then, that the New Year is ahead of you to do better. You have the experience; perhaps have paid dearly for it. Now you are wiser. Therefore, we speak to you with greater confidence:

If you have anything to advertise that appeals to well-to-do householders you can speak about it in over 260,000 Homes through these papers. There is profit for you and us in so doing. You do it this way easily, cheaply, and with endorsement. There is no other better way for so little money. If you haven't been advertising, now with the New Year is time to arrange to begin.

Why should not you grow rich by good advertising?

We shall be glad to go more fully into particulars if you will kindly write to us.

Sunday School Times,

PHILADELPHIA.  
Presbyterian.  
Lutheran Observer.  
National Baptist.  
Christian Standard.  
Presbyterian Journal.  
Ref'd Church Messenger  
Episcopal Recorder.  
Christian Instructor.  
Christian Statesman.  
Christian Recorder.  
Lutheran.

BALTIMORE.  
Baltimore Baptist.  
Episcopal Methodist.

One  
Price  
Advertising

Without Duplication  
of Circulation

HOME JOURNALS 14 BEST WEEKLIES

Every Week

Over 260,000 Copies

Religious Press  
Association  
Phila

The  
Religious Press  
Association.

Chestnut & Tenth Sts.,

PHILADELPHIA, PA.

Mutual Life Building.)

*Look!* - - - - -

\$50.<sup>00</sup>

Fifty Dollars will  
be paid for the  
best design for a  
TRADE-MARK for  
this Company...

\$50.<sup>00</sup>

## The Monterey & Mexican Gulf R.R.

runs diagonally across the States of Coahuila, Nuevo Leon, and Tamaulipas, Old Mexico, from Venadito to the port of Tampico. It is known as the

### TAMPICO ROUTE

and desires to adopt a Trade-Mark incorporating this title.

FIFTY DOLLARS - - -

will be paid for the best design received by the undersigned during the next thirty days.

J. D. COPLAN,

GEN. FGT. & PASS. AGT.,

MONTEREY, MEXICO.

# WILSON'S INK

The President of the State Publishers' Union of New Jersey relates his experience and expresses his opinion.



**OFFICE OF**  
**THE PLAINFIELD EVENING NEWS,**  
**T. W. MORRISON,**  
**EDITOR AND PROPRIETOR.**  
*The Official City, County and State Paper.*

PLAINFIELD, N. J., Dec. 9, 1890.

**WILSON PRINTING INK CO. (Limited),**  
 No. 140 William St., New York.

*Gentlemen: Some six months ago I was tempted by your advertisement in PRINTERS' INK to try your ink. I wanted ink of good quality at a lower price than I had been paying elsewhere. I had tried several others, but could not get suited. For one cent less pound I got a poorer quality out of all proportion. Well, I have been using your ink ever since my first order and am delighted with it. It costs me 8 cents per lb. The other ink cost me 25 per cent more, or 10 cents, but your ink lasts me twice as long—a gain in this respect alone of 100 per cent. In other words, I get 150 per cent more benefit. Any one who would ask more would not be satisfied with the earth and a chromo thrown in. Send me another 200 lb. keg.*

*Very respectfully,*  
 T. W. MORRISON.



'W. D. WILSON PRINTING INK CO., L't'd,  
 140 William St., New York.

## A Prize Advertisement

is a good thing in its place. But the man of experience does not devote so much time and thought to the construction of his advertisements as to overlook the equally important consideration of placing them in the best mediums. Every advertisement placed in the well-known List of "Papers of Known Circulation" will prove a "Prize Advertisement."

TEN YEARS AGO

## A. FRANK RICHARDSON



. . . Undertook the management of the foreign advertising of a few western newspapers. Around this nucleus has been gathered a selected list of papers which to-day comprises the very cream of advertising mediums throughout the country. What is more, they are all papers of KNOWN CIRCULATION.

## ADVERTISING

We don't issue any "pamphlets" or "descriptive circulars" for general distribution. Our papers speak for themselves. If you are contemplating doing any newspaper advertising you owe it to yourself to look them over carefully. You will find them all good, healthy papers with a liberal advertising patronage—the most eloquent possible testimony to their effectiveness. For a List of same, and space, address

**A. FRANK RICHARDSON, Tribune Building, New York.**



Above we have taken some liberties with the advertisement which won first prize in PRINTERS' INK's competition. Thus we have secured a prize advertisement. Advertisers who use "PAPERS OF KNOWN CIRCULATION" will secure

## A Prize List

# What "Printers' Ink" Is Good For.



In PRINTERS' INK for December 3rd, an advertiser offers a reward of \$100 to any one who will unfold to him the best scheme for investing \$5,000 in advertising his business.

In the issue of December 10th, another advertiser offers \$100 for the best motto to be used in connection with his trade mark to form an advertisement.



In the issue of November 5th, paper-weight clocks (with an advertisement on the dial) were offered, resulting in the sale of more than 1,450 of them in thirty days.

The offer of \$50 reward for the best advertisement setting forth the merits of Geo. P. Rowell & Co's Newspaper Advertising Bureau, produced more than 200 specimen advertisements.



A quarter page advertisement, in which the advertiser offers to design advertisements, after having appeared twice, brought in 72 replies, a large majority of them being orders.

A Philadelphia seed house in last week's issue offers \$50 for the best advertisement calculated to bring business to them.



On another page of this issue \$50 is offered by a Mexican Railroad Company for the best design suitable for use as a trade mark.

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PRINTERS' INK, as a medium for the exchange of ideas about advertising, cannot be equalled.

**A Page Costs \$50.**

**A Line Costs 25c.**

**GEO. P. ROWELL & CO.,**

*Publishers of PRINTERS' INK,*

*10 Spruce Street, New York.*

**N O M A T T E R H O W M U C H  
A D V E R T I S I N G P A Y S , I T  
C E R T A I N L Y C O S T S .**

*A page advertisement inserted once in "The Century" costs \$250.*

*A yearly advertisement of one column in the Chicago daily "Tribune" costs \$13,540.80 in the lowest and \$16,926 in the highest priced column.*

*In the New York "Herald" the cheapest position would be \$34,320 and the highest \$43,680.*

*In the "Youths' Companion," a weekly paper, one column for a year costs \$23,400.*

*In PRINTERS' INK, whose pages will not admit an advertisement larger than 4x7 inches, Messrs. N. W. Ayer & Co., of Philadelphia, pay \$4,000 for the first page for 40 issues in the year 1891; A. Frank Richardson, \$5,200 for the last page year; The N. Y. Newspaper Union, \$3,900 for the 2nd page; The A. N. Kellogg Newspaper Co., \$3,900 for a page facing reading matter, and S. C. Beckwith and W. D. Boyce, \$2,600 each for a page without special position.*

Where amounts like the above are involved, does it not seem that TOO MUCH attention cannot be given to the preparation of the advertisements to be used? Yet, many advertisers overlook this fact, and from lack of attention given this very essential detail, fail to make the most of space purchased at considerable cost, and injure what might have proved very profitable advertising.

We will prepare suitable advertisements for such advertisers as may desire it, making a proper charge for the services rendered.

GEO. P. ROWELL & CO.,  
Newspaper Advertising Bureau,  
10 Spruce St., New York.

## Miscellanies.

"I never write but when the spirit moves."

"What a terrible lot of misery whisky is responsible for."—*St. Joseph News*.

What a curiosity a newspaper would be that was edited by the people who are always growling about the papers.—*Columbus Dispatch*.

High Ways of Literature—My price for these verses is twenty-five dollars.

Buy Ways of Literature—We will give you one dollar and seventy-five cents.—*Puck*.

"Why do they call the boys in the galleries the gods, Mr. Tragedicus?"

"To distinguish them from the devils who sit in the orchestra chairs and write criticisms."—*St. Catherine's Journal*.

One On Him.—"What funny things we see in the *Herald* sometimes!" remarked the Humorous Editor.

"Yes," replied the Managing Editor: "it is odd, too, that none of them get into the joke column."—*Smith, Gray & Co.'s Monthly*.

On the Safe Side.—Elder Greene: Parson, I notice that you always look at the end of a chapter before you begin to read the lesson.

Shepperd Sharpe—Force of habit! It's nonsense, of course, but I always expect to close with, "Try somebody's Pleasant Purgative Pellets!"—*Munsey's Weekly*.

A Discreet Servant.—Literary Man (to his new factotum): What became of the letter that was on my desk?

Pat—Shure, I mailed it, sor.

Literary Man—Mailed it? You idiot. Why,

there was no address on it.

Pat—Shure I know that, sor, but I thought you didn't want me to know who you was writing to.—*Texas Siftings*.

Modern Journalism.—Mamma Greynock: Any news in the paper this morning, Johnny?

Johnny Greynock—Well, I should say there was!

M. G.—Well, what is it?

J. G.—Why, Stumpy Yelper has got 92 votes ahead of Toe-in-Jim in the most popular newsboy voting contest for a pair of red suspenders.—*Boston Courier*.

His Ideas Not Wanted.—Great Editor: You want to be a journalist, Mr. Deake? What are your qualifications?

Mr. Deake (with pardonable pride)—I was graduated at Harvard and took a post-graduate course at Yale.

Great Editor—Um, yes; both good colleges, athletically; you must have a good pair of legs! Suppose you start in collecting bicycle notes for our Connecticut edition!—*Epoch*.

Scene—Office of the Weekly *Teazer*.—Dramatic Critic (presenting manuscript with the proud air of achievement)—There, sir, is the most diplomatic, keenly perceptive article I have ever written. I regard it as the effort of my life.

The Editor (with excitement)—What is it?

Dramatic Critic—It is a criticism of an amateur performance that will please every member of the cast.—*Brooklyn Life*.

Editor—Helloo, what's this—a dialect poem?

Poet—No; a sociable ballad in McAllister English.—*Town Topics*.

"If you can't afford fancy penwipers, stick your pens into a potato," says a writer who is evidently uninformed on the price of potatoes this winter.—*Pittsburg Chronicle*.

"How did that stupid fellow, Crass, gain a reputation as a wit?"

"He was once interviewed by an unusually bright reporter."—*Puck*.

"What do you know about the dissolution of Parliament?" the managing editor asked of the new man at the foreign desk.

"Nothing," he said, innocently: "I didn't know it was dissolute at all."—*Washington Star*.

He Was Honest.—Wife (reading paper): I always held that Col. Hooker was an honest man. I see that a man filled him full of buckshot last night.

Husband—Where does the honest part come in?

"Why, this article says the colonel returned the shot."—*Life*.

An Addition to the Animal Kingdom.—Teddy: Popper, 'ith there an animal called a pentil?

Popper—No, child; a pencil is an article to write with.

Teddy—Then, what does Mr. Snively mean when he sayth he driveth a pentil for a living?

—Ex.

A Losing Business.—Liner: Do you work for the *Bazaar* any more?

Spacer—No, indeed. You know I did that article on the "Gamblers of New York" for the *Bazaar*.

Liner—Yes.

Spacer—Well, I lost \$500 getting my points and got \$16.00 for the article.—*Munsey's Weekly*.

Journalist—I can speak six languages and recite whole pages of Horace and Virgil by heart. I have the finest education both this country and the old world could afford.

Editor of the *Whirled*—No wonder you are starving. My dear sir, the great religious daily will preserve you. You may write the next Steve Brodie letter from England.

Journalist—But, sir, you must remember that I know but six languages.—*Town Topics*.

The Silver Lining.—Stranger (in railway train): So you went on a long journey to get a situation as newspaper reporter, only to find that the paper had suddenly changed hands?

Despondent Youth—Yes. The trip took all the money I had saved up, and now I don't know what I'm to do.

Stranger—Keep up your courage. Every cloud has a silver lining. I got a situation on a newspaper when I was young, but I was discharged for a slip which I could not help, and I could not get another job as reporter anywhere. Pretty cloudy, wasn't it?

Despondent Youth—Yes, but where was the silver lining?

Stranger—Driven to desperation, I started a peanut and apple stand, and now I am one of the wealthiest fruit importers in the country instead of being a worn-out old editor in a poor-house.—*New York Weekly*.

